

MISSOURI DIVISION OF TOURISM

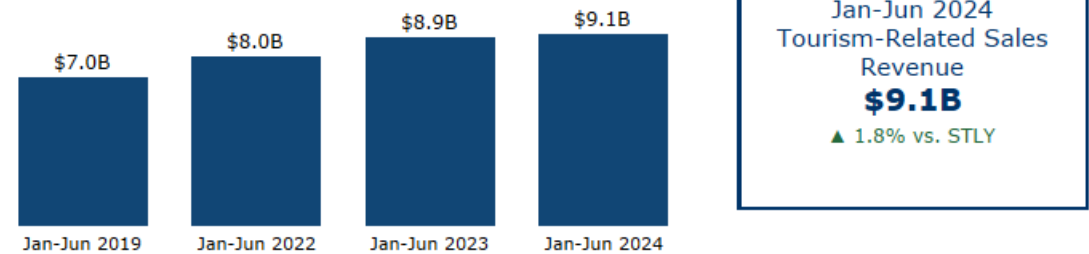
AUGUST 2024 MISSOURI TRAVEL
BAROMETER
(DATA AVAILABLE AS OF 09/10/2024)





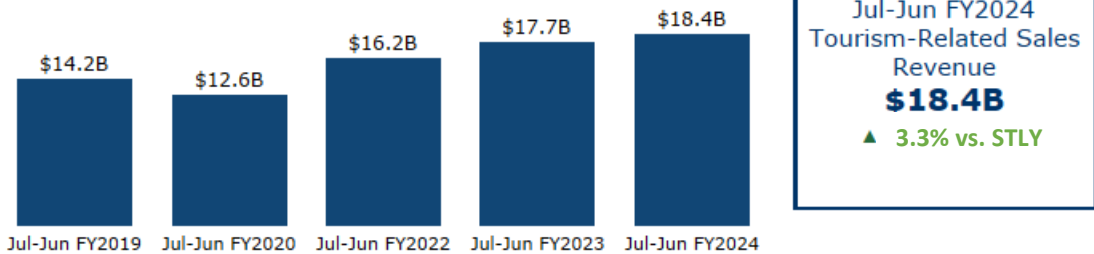
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

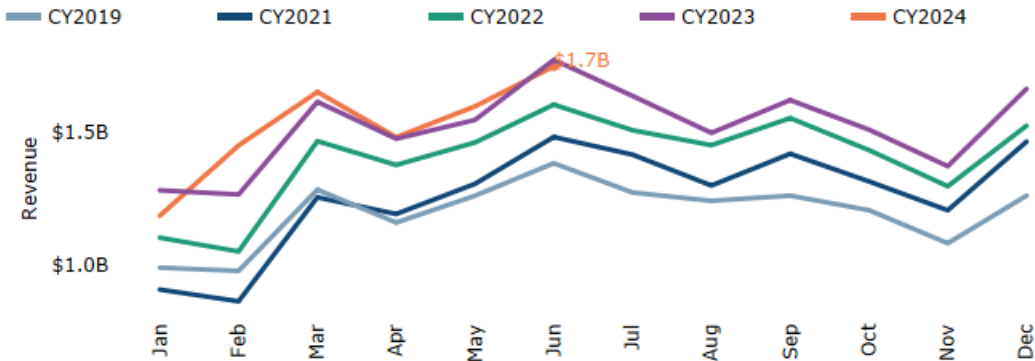


Fiscal Year-to-Date

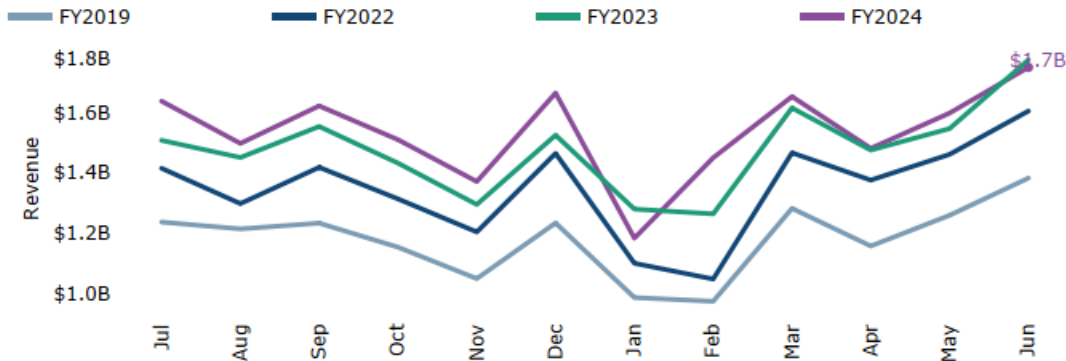
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

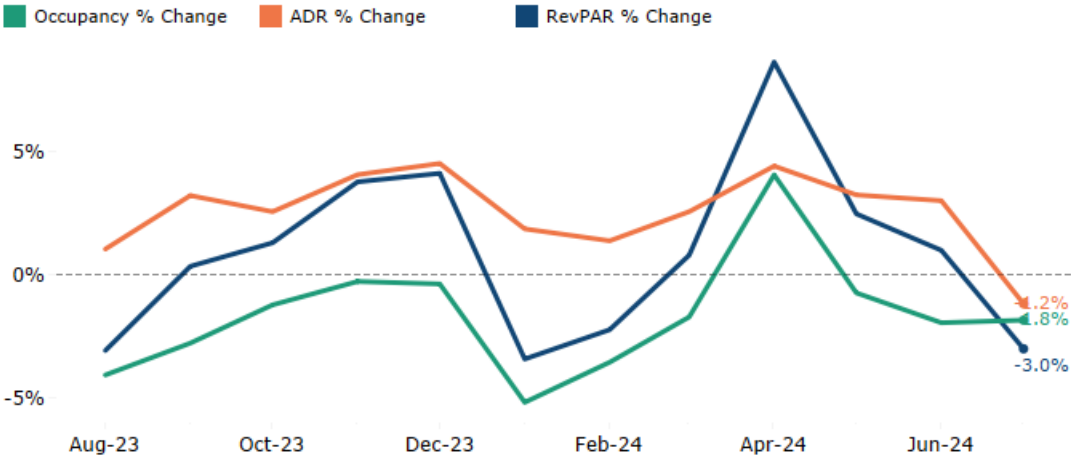


Hotel Performance

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Jul 2024	62.9%	\$125	\$79	3.4M	2.1M	\$263.8M
Change vs. Previous Year	▼ 1.8%	▼ 1.2%	▼ 3.0%	▼ 0.9%	▼ 2.7%	▼ 3.9%
Year-to-Date	56.4%	\$122	\$69	22.9M	12.9M	\$1.6B
Change vs. Previous Year	▼ 1.4%	▲ 2.2%	▲ 0.8%	▼ 0.2%	▼ 1.7%	▲ 0.5%

STR Monthly Lodging Trends

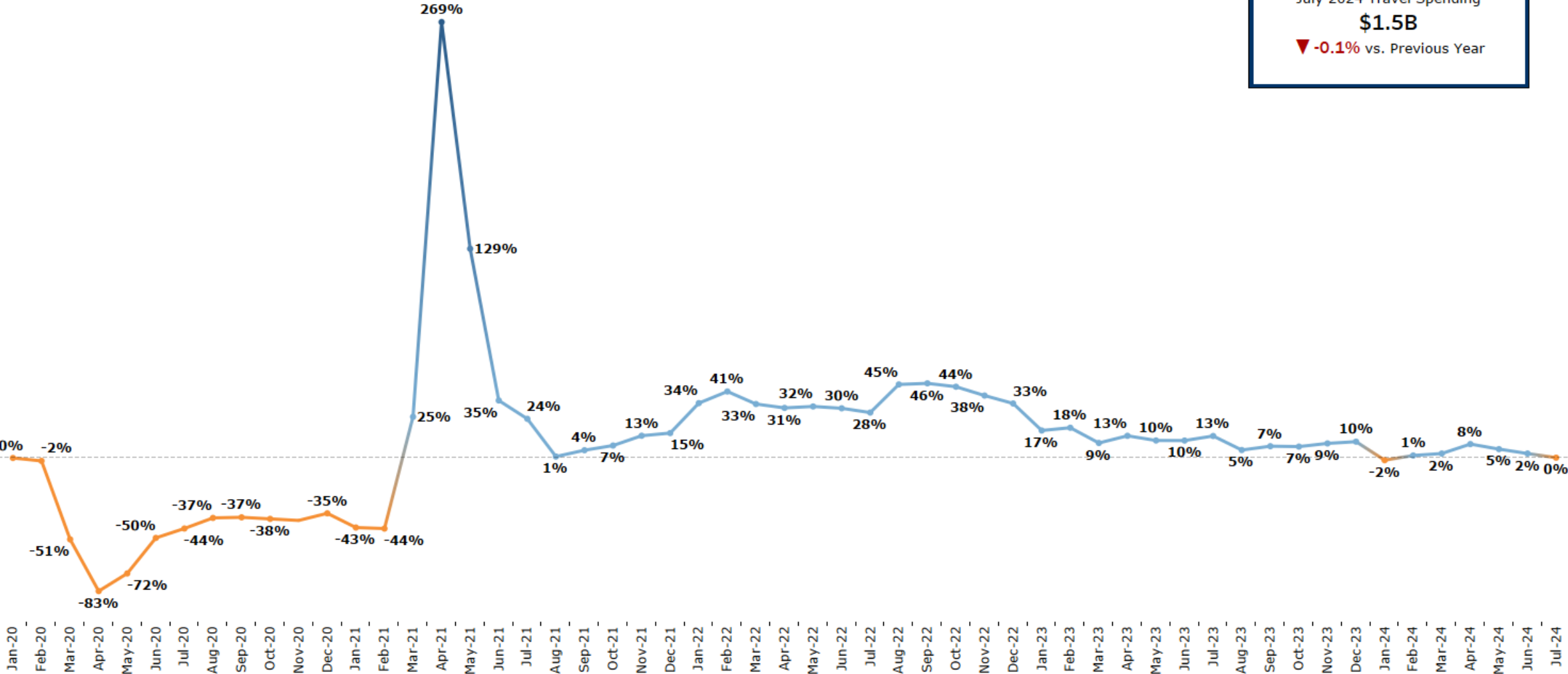
% Change from Previous Year



Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

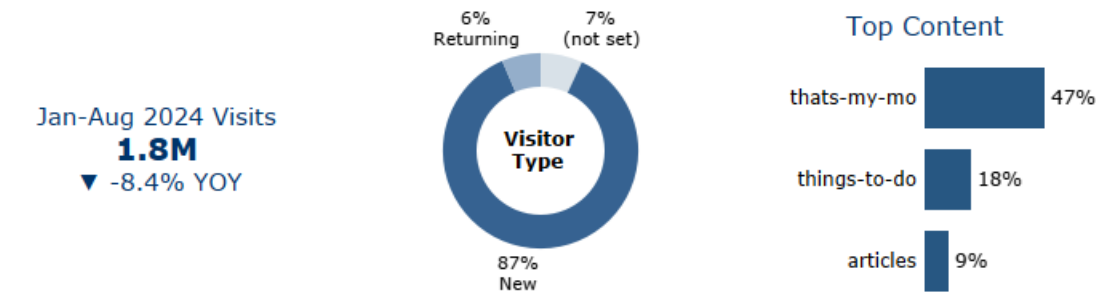
Travel Spending in Missouri

% Change from the same month in Previous Year

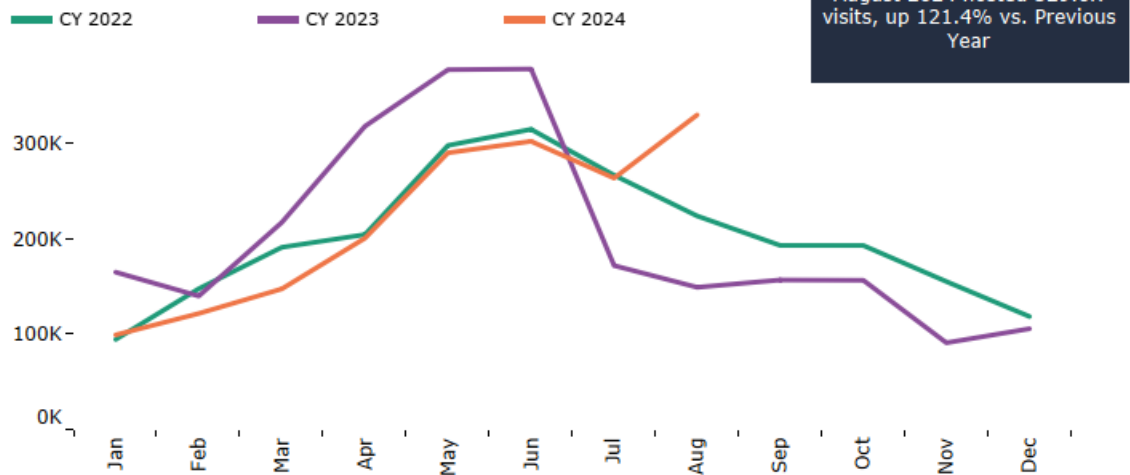




Calendar Year-to-Date



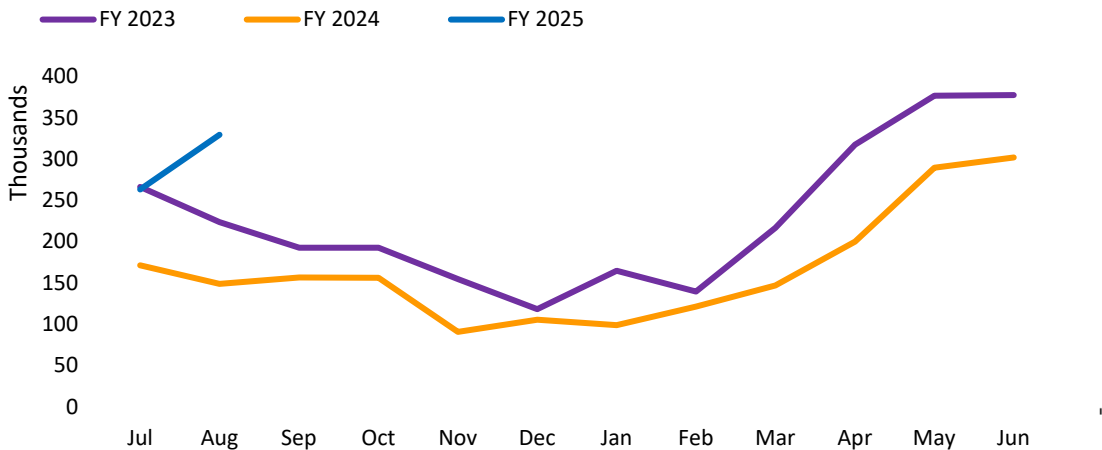
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date



Fiscal Year Visits to VisitMO.com by Month





Travel Guide Fulfillment

Aug 2024
5.3K
▼ -1.3% vs. STLY

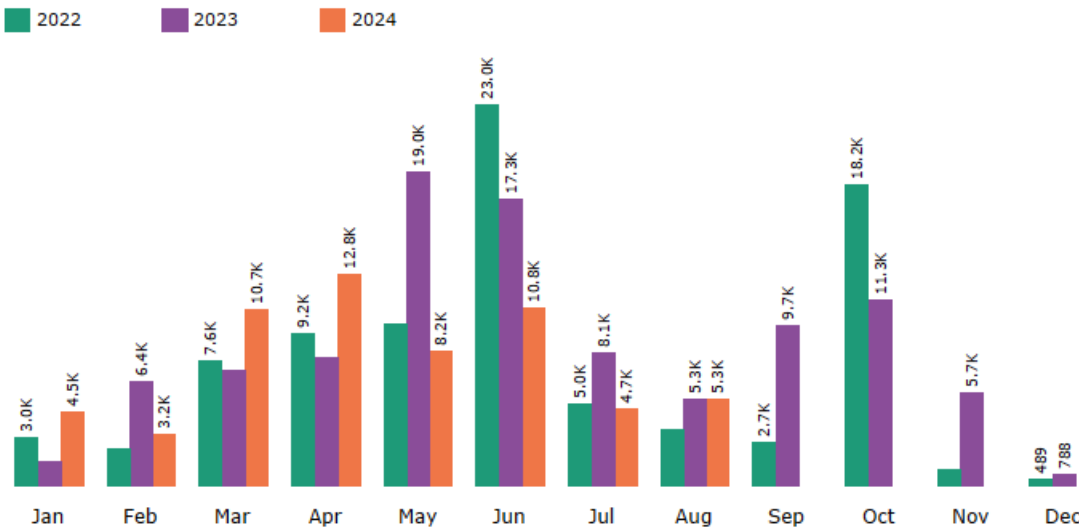
Jan-Aug 2024
60.1K
▼ -17.2% vs. STLY

Welcome Center Visits

Aug 2024
32.4K
▼ -11.9% vs. STLY

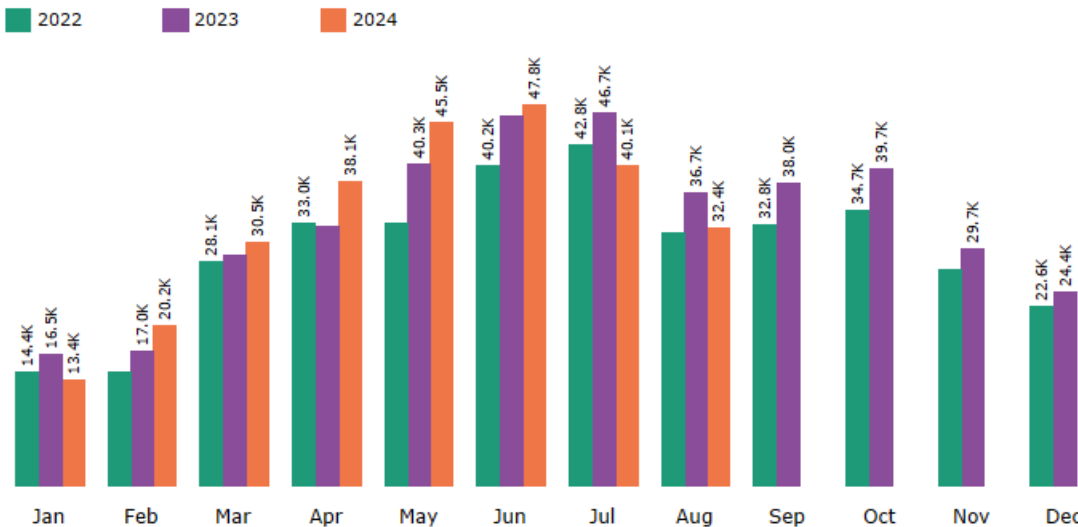
Jan-Aug 2024
268.0K
▲ 1.1% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

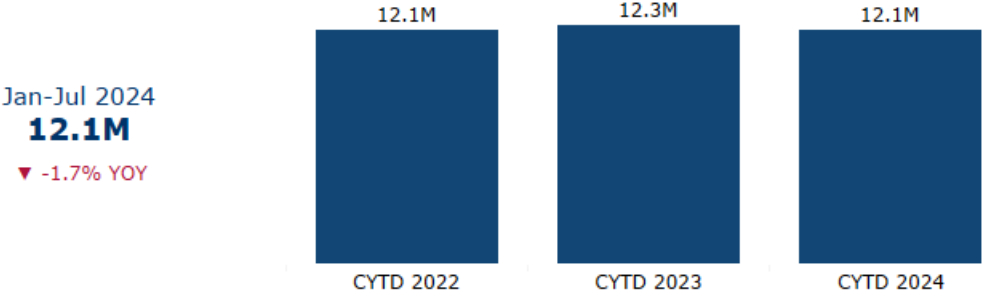


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

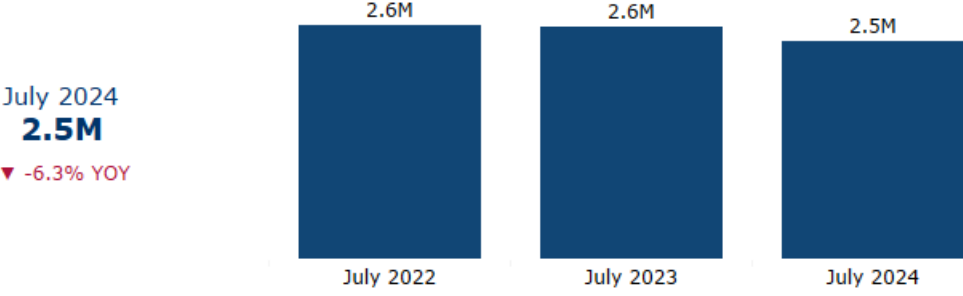
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

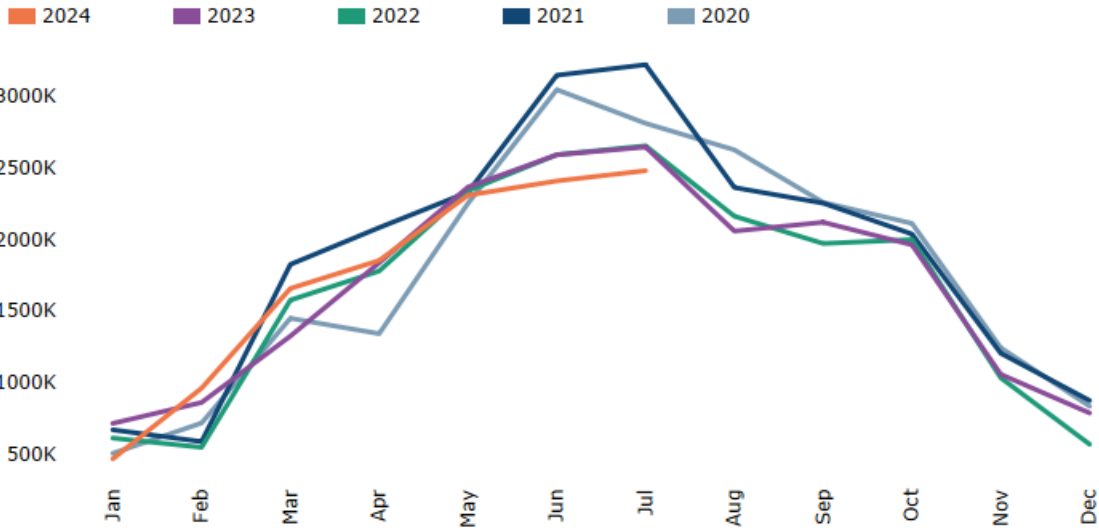


Monthly Visitation



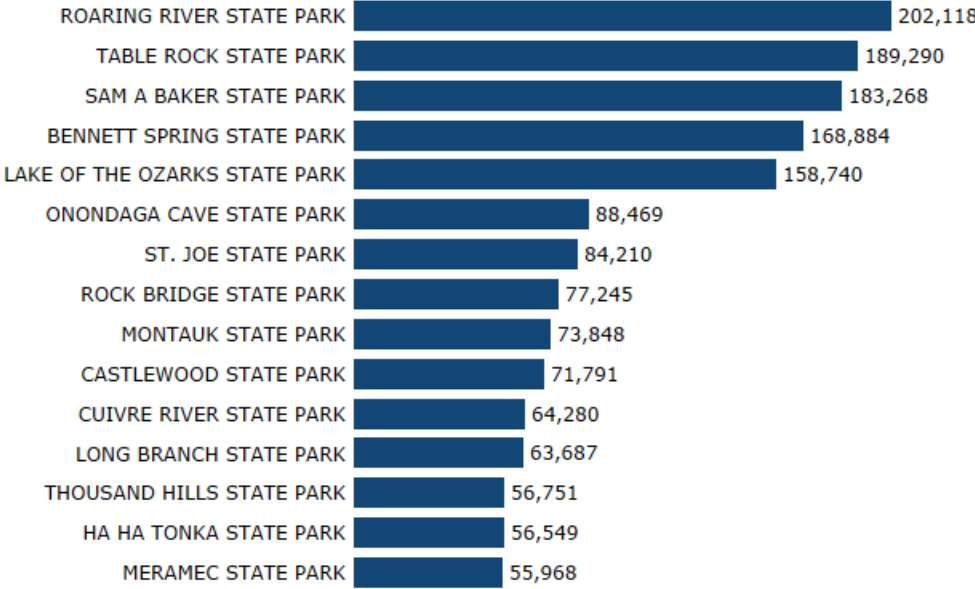
State Parks Visitors by Month

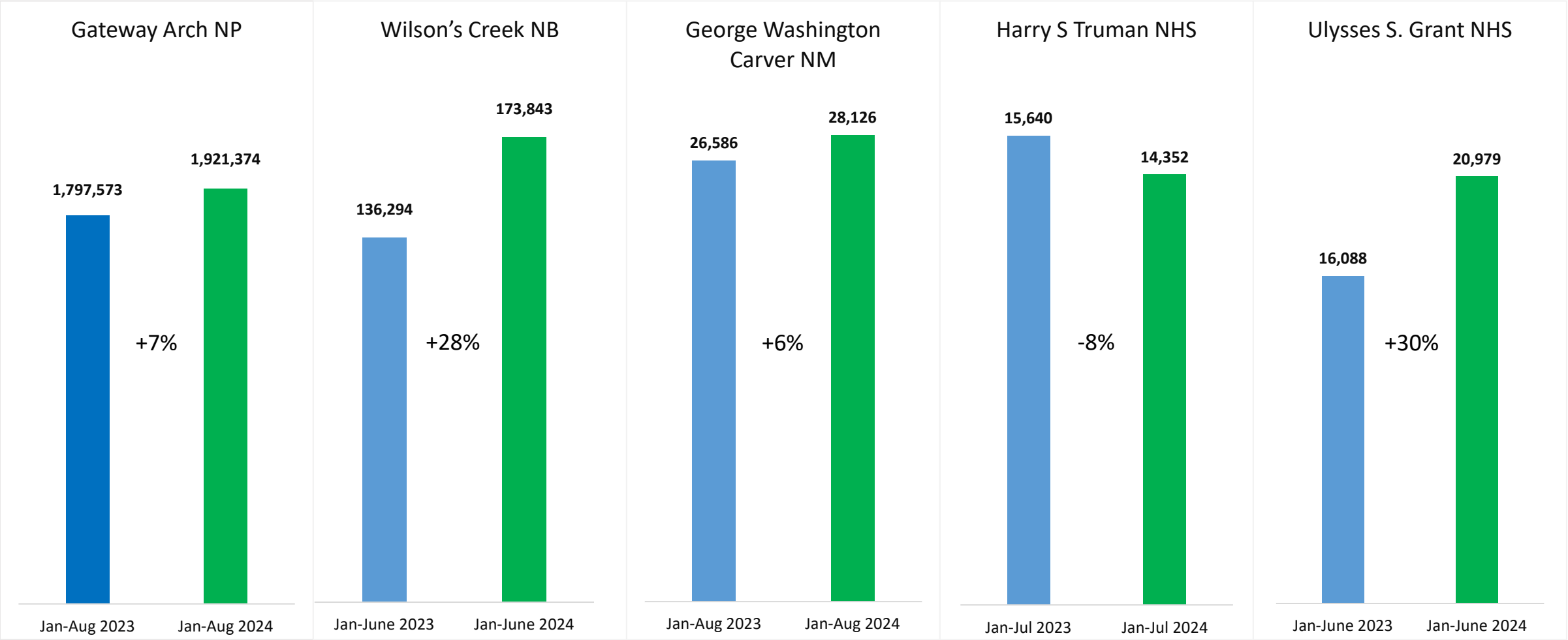
All Missouri State Parks



Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in July 2024







Airport TSA Checkpoint Volume & Visitor Origins

BKG - Branson, CGI - Cape Girardeau Regional, COU - Columbia Regional and 6 more



Monthly TSA Checkpoint Volume

July 2024 Volume

1.3M

+4.1% YOY

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Jan - Jul 2024 Volume

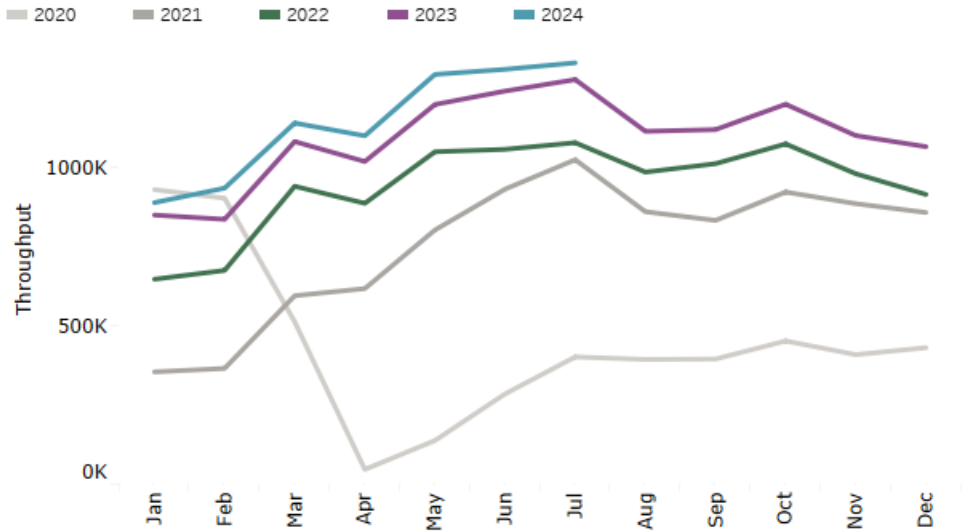
8.0M

+6.6% YOY

Source: Transportation Security Administration

TSA Checkpoint Volume by Month

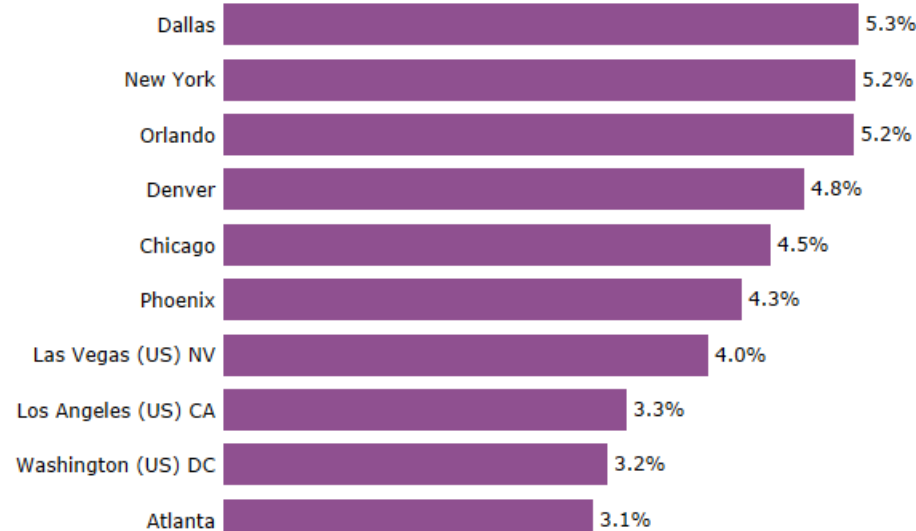
Last Five Calendar Years



Source: Transportation Security Administration

Air Domestic Visitor Origins

Jan - Jun 2024 Visitor Arrivals



Source: OAG